WELLA PROFESSIONALS

WELLA COLOUR

UNCOVERED

COLOUR

Colour is at the core of Wella Professionals craftsmanship. Innovating since the 1950s when we introduced Koleston Perfect, the first crème colour to the industry. We continuously strive to push the boundaries in the hairdressing industry, just like TONI&GUY!

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THE CORE OF WELLA CRAFTSMANSHIP

COLOUR IS AT THE CORE OF WELLA PROFESSIONALS CRAFTSMANSHIP. INNOVATING SINCE THE 1950S WHEN WE INTRODUCED KOLESTON PERFECT, THE FIRST CREAM PERMANENT HAIR COLOUR TO THE INDUSTRY, WE CONTINUOUSLY STRIVE TO PUSH THE BOUNDARIES IN THE HAIRDRESSING INDUSTRY. WELLA PROFESSIONALS HAS A FULL PORTFOLIO OF COLOUR TO MEET EVERY CLIENT'S NEED.

THE Nº1 PROFESSIONAL IN SALON COLOUR IN THE UK&I

*Salon hair care UK market analysis and opportunities - Kline 2018



KOLESTON PERFECT ME+

Sets the standard for expertise
with rich, sensual and voluptuous colour results.

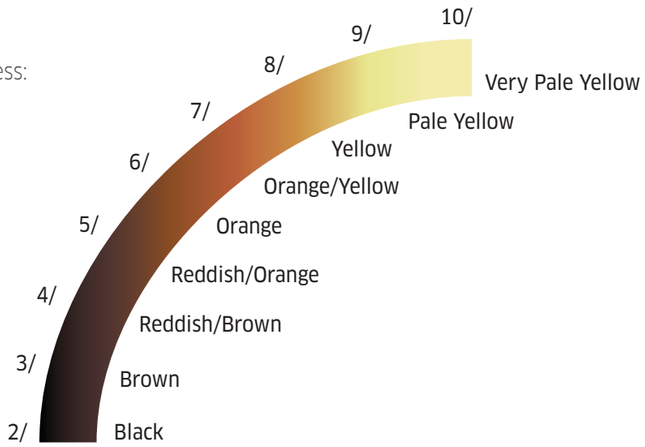
COLOUR SYSTEM CHOICE

THE LIGHTENING CURVE & NATURAL HAIR COLOUR

NATURAL LIGHTENING PROCESS

Factors affecting the lightening process:

- Previous colour treatments
- Texture & porosity
- Type of lightening products used
- Welloxon Perfect strength
- Development time



Exposure of underlying pigments during the colouring process

NATURAL HAIR COLOUR

The natural colour of hair is determined by the amount and type of natural pigments



2/	3/	4/	5/	6/	7/	8/	9/	10/
Black	Dark Brown	Medium Brown	Light Brown	Dark Blonde	Medium Blonde	Light Blonde	Very Light Blonde	Lightest Blonde

COLOUR CIRCLE

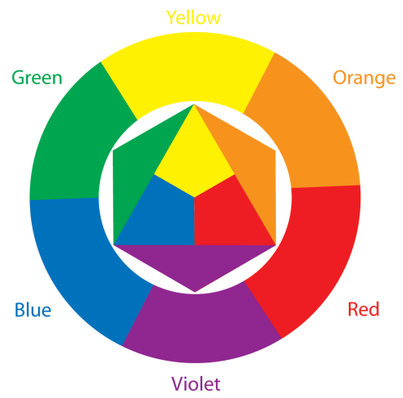
PRIMARY COLOURS

Cannot be mixed by any combination of other colours (yellow, blue, red).



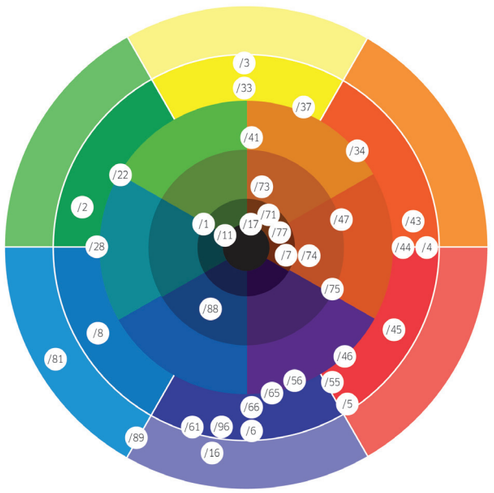
SECONDARY COLOURS

They are achieved by mixing the primary colours. (green, orange, violet)



WELLA COLOUR CIRCLE

The Wella Colour Circle model helps to better understand the tonal characteristics of each shade. The tonal shade composition and undertone (how warm or cool) reflects their position on the colour circle model. Where colouring requires the tonal shade to be softened or subdued, the colour circle provides a choice of tones to do this.



COLOUR SYSTEM CHOICE

WELLA PROFESSIONALS NUMBERING SYSTEM

DEPTH

The numbers to the left of the stroke represent depth

TONE

The numbers to the right of the stroke represent tonal value

66/46

This number, the second to the left of the stroke, indicates added intensity

This number to the left of the stroke represents the depth (2/ - 10/)

This number on the right of the stroke indicates the tonal value from /0 - /9. (major tone)

This number, the second one to the right of the stroke, represents added tonal value (minor tone)

DEPTH

10/ Lightest Blonde
9/ Very Light Blonde
8/Light Blonde
7/ Medium Blonde
6/ Dark Blonde
5/ Light Brown
4/ Medium Brown
3/ Dark Brown
2/ Black

TONE

/0 Natural
/1 Ash
/2 Cool Ash
/3 Gold
/4 Red
/5 Mahogany
/6 Violet
/7Bruette
/8 Pearl
/9 Cendre

EXAMPLE OF TONAL COMBINATIONS

/34 Gold Red /43 Red Gold /45 Red Mahogany

WELLA PROFESSIONALS SHADE CHART APP

DOWNLOAD THE APP
TO MASTER OUR COLOUR BRANDS

All you need to know about
Wella Professionals Colour in your pocket

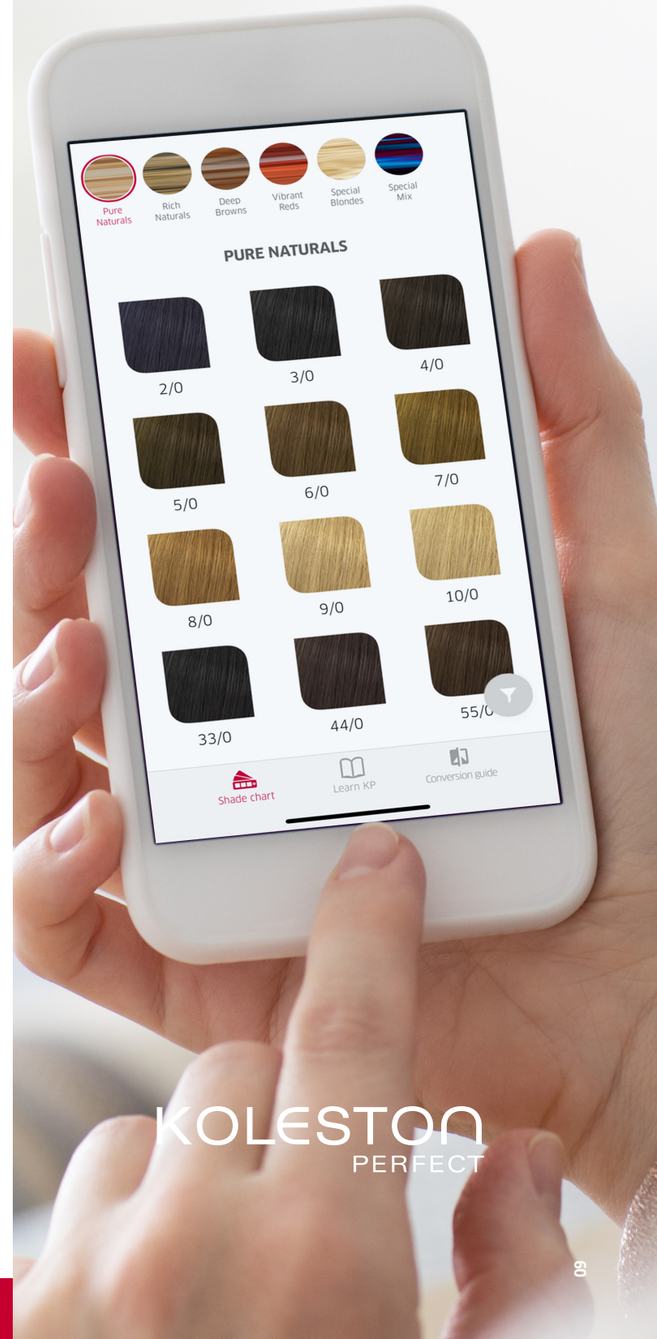


INCLUDES:

Digital shade chart
- Browse the shade families
- Realistic on-head results
- Filter relevant shades by selecting the natural base hair colour

Conversion guide:
- Match Koleston Perfect ME+ formulas with other brand shades

SEARCH
WELLA PROFESSIONALS
SHADE CHART
AND DOWNLOAD!



WELLA COLOUR PORTFOLIO

INDUSTRY LEADING COLOUR

Colour is in our blood – our passion for colour has led to industry innovations such as Koleston Perfect, the world's first cream colour. The heart of our innovation has always been to give colourists the most creative and reliable colours so they can delight their clients each and every time.



KOLESTON PERFECT

KOLESTON PERFECT WITH ME+ IS THE FIRST AND ONLY PROFESSIONAL HAIR COLOUR BRAND TO FEATURE BREAKTHROUGH TECHNOLOGIES.

Pure Balance Technology™ and ME+™ both proven to deliver vibrant rich colour with less damage colour after colour**, while ME+™ reduces the risk of developing a new allergy to hair colour*.



ILLUMINA COLOR

WELLA'S MOST ADVANCED COLOUR SCIENCE. ILLUMINA COLOR'S PATENTED MICROLIGHT TECHNOLOGY PROTECTS THE CUTICLES SO THEY MAINTAIN THEIR CLARITY.

This allows light to pass through, illuminating natural highs and lows from within, in any kind of light.



COLOR TOUCH

DEMI-PERMANENT COLOUR THAT REDEFINES THE PROFESSIONAL STANDARD IN COLOUR AND SERVICE.

A stunning portfolio of over 100 shades of beautiful ammonia-free, multifaceted colour.



TRUE GREY

THE WORLD'S FIRST SALON TREATMENT TO REVITALIZE NATURALLY GREY HAIR FEATURING AQUATONE™ TECHNOLOGY.

FREE of commitment, FREE of damage.



MAGMA BY BLONDOR

LIFTS AND TONES IN ONE SIMPLE STEP.
On both coloured or virgin hair.



BLONDOR

WELLA'S PREMIUM RANGE OF LIGHTENING PRODUCTS FOR VARIED BLONDE EFFECTS.

With anti-yellow molecules, Blondor offers clear, blonde results with up to 7 levels of lift.



COLOR FRESH

AN EFFICIENT PRODUCT FOR ENHANCING NATURAL COLOUR, in-between colouring, toning blondes and grey/white enhancement through lively colours, intense shine and strengthening care.



COLOR RENEW

A ZERO DAMAGE COLOUR REDUCER TO ADJUST, CHANGE AND CORRECT UNDESIRED OXIDATIVE COLOUR. Easy and reliable application powered by vitamin C and Citric Acid. Color Renew smoothly deoxidises permanent colour while maintaining the natural melanin of the hair.



PERFECTON
BY COLOR FRESH

PERFECTON IS A CONDITIONING RINSE FORMULATED TO ADD VIBRANT COLOUR AND UP TO 25% MORE INTENSIVE SHINE TO A PROFESSIONAL COLOUR TREATMENT.

An extremely versatile product, ideal as both a colour refresher and for levelling out uneven tones.



COLOR FRESH CREATE

SEMI-PERMANENT EXPRESSIVE COLOUR.
AMMONIA, FRAGRANCE & PEROXIDE FREE.

Release your creativity with bright vivid or soft pastel colour results.



COLOR FRESH MASK

ZERO DAMAGE COLOUR DEPOSITING MASK TO MAINTAIN OR TRANSFORM YOUR COLOUR AT HOME.

Offering beautiful true-to-tone fading, visible shine & smooth hair feel in 10mins.
No skin test needed.

KOLESTON PERFECT ME+

OUR PUREST COLOUR EVER. RICH, VIBRANT AND RELIABLE PERMANENT COLOUR WITH 100% GREY COVERAGE.



WHAT IT IS:

Koleston Perfect ME+ is a permanent colour range used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel for pastel toning.

WHAT IT DOES:

| The range; Pure Naturals, Rich Naturals, Vibrant Reds, Deep Browns, Special Blondes & Special Mix
| Up to 100% coverage of grey/white hair
| Simplicity of application and an absolutely reliable colour result; Lighten, Darken or Change Tone
| Vibrant Reds, for expressive long lasting vibrant red results
| Special Mix for creative colour mixes, to intensify a shade or to correct a tone
| Special Blondes for high lift results
| Use for Wella's unique low commitment colour service, offering a "No Strings Attached" first time experience for colour shy clients

HOW TO USE IT:

MIXING PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS

| Mix 1:1, mix 60g Koleston Perfect + 60ml Welloxon Perfect
| Use 12% Welloxon Perfect for 3 levels lift
| Use 9% Welloxon Perfect for 2 levels lift
| Use 6% Welloxon Perfect for 1 level of lift, coverage of grey/white hair, working on the same depth or darker
| Use 4% Welloxon Perfect working on the same depth or darker, to achieve deeper results on natural hair with no grey/white hair coverage required

DEVELOPMENT TIME

15 - 25 minutes with heat
30 - 40 minutes without heat

MIXING SPECIAL BLONDES

| Mix 1:2, mix 60g Koleston Perfect Special Blonde + 120ml Welloxon Perfect
| Use 12% Welloxon Perfect for 4 - 5 levels lift
| Use 9% Welloxon Perfect for 3 levels of lift

DEVELOPMENT TIME:

25 - 35 minutes with heat
50 - 60 minutes without heat

NO STRINGS ATTACHED COLOUR SERVICE

| Mix 1:1:1 Koleston Perfect + Welloxon Perfect 1.9% + INVIGO Post Color Treatment
| Develop 5-10mins, no heat
| Rinse, no need to shampoo or condition

PRODUCT INNOVATION:

ME+ is the superior colour technology of the future. It is the only oxidative permanent hair dye molecule to replace PTD and PPD, reducing the risk of developing a new allergy to hair colour, while delivering uncompromising colour performance.

PURE BALANCE TECHNOLOGY

Reduces the creation of free radicals to better protect hair bonds and reduce damage during colouring. Better control of the right colour formation, achieving a balanced root to tip colour.

ILLUMINA COLOR

ILLUMINA COLOR HAS REDEFINED THE PERMANENT COLOUR CATEGORY, SETTING THE NEW STANDARD OF LUMINOUS AND HEALTHY-LOOKING HAIR COLOUR.



WHAT IT IS:

ILLUMINA COLOR is a permanent colour which can lighten, darken & enhance natural hair colour giving a sheer natural looking result when used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel, for pastel toning.

WHAT IT DOES:

ILLUMINA COLOR with MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows the light to pass through, illuminating natural highs and lows from within, in any kind of light.

| You can either blend or achieve up to 100% coverage of grey/white hair using ILLUMINA COLOR.
| Gives you up to 3 levels of lift.
| All ILLUMINA COLOR shades are intermixable to create a pallet of colours that suits your clients and allows you to be creative. The shades consist of a warm, neutral and cool colour palette.
| Use for Wella's unique low commitment colour service, offering a "No Strings Attached" first time experience for colour shy clients.
| ILLUMINA COLOR is the ultimate colour palette to fight unwanted brassiness thanks to its cooler undertones

HOW TO USE IT:

ILLUMINA COLOR & WELLOXON PERFECT

| 3 levels of lift: 1 part ILLUMINA COLOR, 1 part Welloxon Perfect 12%
| 2 levels of lift: 1 part ILLUMINA COLOR, 1 part Welloxon Perfect 9%
| 1 level of lift / Coverage of grey same depth or darker: 1 part ILLUMINA COLOR, 1 part Welloxon Perfect 6%

PRODUCT INNOVATION:

Our most advanced colour science ILLUMINA COLOR 's patented MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows light to pass through, illuminating natural highs and lows from within – in any kind of light.

OPAL ESSENCE by ILLUMINA: A shade family of five opalescent no-depth shades, to give a metallic milky sheen with warm and cool light reflection

COLOR TOUCH

FASHION FORWARD MILDLY OXIDISING DEMI-PERMANENT HAIR COLOUR.



COLOR TOUCH | **SPECIAL MIX** | **COLOR TOUCH PLUS** | **COLOR TOUCH RELIGHTS** | **COLOR TOUCH SUNLIGHTS**

WHAT IT IS:

Mildly Oxidising Demi-Permanent colour used with Color Touch Emulsions 1.9% & 4%. Color Touch Plus use with Color Touch Plus Emulsion Creme 4%.

Up to 50% grey/ white hair coverage.	Add intensity of tone to any Color Touch shade.	Up to 70% grey/ white coverage with dedicated Color Touch Plus Emulsion Creme.	High-Light/ Tonal Refresher.	Gentle lightening effect for a sunkissed look.

WHAT IT DOES:

| Across the ranges you have choices in darkening, lightening and change of tone
| For low commitment & quick colour services
| Refreshing and colour balance
| Up to 50% - 70% coverage on grey/white hair
| Gentle colour results
| Developed to complement and mirror the Koleston Perfect shades

HOW TO USE IT:

MIXING: **Color Touch** (1 part colour + 2 parts Color Touch Emulsion 1.9% or 4%) application on pre-shampooed damp or clean dry hair. **DEVELOPMENT TIME:** 15 minutes with heat, 20 minutes without heat.	**MIXING:** **Color Touch Special** (1 part colour + mix 2 parts Color Touch Emulsion 1.9% or 4%) application on pre-shampooed damp or clean dry hair. **DEVELOPMENT TIME:** 15 minutes with heat, 20 minutes without heat.	**MIXING:** **Color Touch Plus** (1 part colour + 2 parts Color Touch Plus Emulsion creme 4%) application on pre-shampooed damp or clean dry hair. **DEVELOPMENT TIME:** 15 minutes with heat, 20 minutes without heat.	**MIXING:** **Color Touch Relights** (1 part colour + 2 parts Color Touch Emulsion 1.9%) application on pre-shampooed damp or clean dry hair. **DEVELOPMENT TIME:** Blonde shades: 5 - 10 minutes without heat Red shades: 15 - 20 minutes without heat.	**MIXING:** **Color Touch Sunlights** (1 part colour + 2 parts Color Touch Emulsion 4%) application on dry hair. **DEVELOPMENT TIME:** 15 minutes with heat, 20 minutes without heat.

PRODUCT INNOVATION:

COLOR TOUCH LIGHT2 COLOUR COMPLEX:
Light-reflecting colour molecules that evenly penetrate into the hair to create high shine.

TRUE GREY

A NEW OXIDATIVE SILVER REVITALISING TREATMENT, FOR NATURALLY GREY HAIR



WHAT IT IS:

The world's first salon treatment to revitalise naturally grey hair.
FREE of commitment, FREE of damage.

WHAT IT DOES:

| Reduces yellowness
| Leaves hair soft and manageable
| Creates natural dimension
| Silver hues and shine

HOW TO USE IT:

Express Silver Glow
For an overall healthy looking silver finish which softly reduces yellowness.
Mix 1:1:1 e.g. 20g True Grey Cream Toner + 20g True Grey Activator + 20g True Grey Clear Conditioning Perfector
Apply to pre- shampooed hair.

DEVELOPMENT TIME:
Develop for up to 15 minutes, rinse, and style. No post treatment needed.

Silver Glow partial or full head
A personalised treatment to add silver hues and shine, reduce yellowness and leave hair soft and manageable.
Apply to dry hair, for all over or partial treatments. Creamy consistency, ideal for freehand techniques.
Mix 1:1 e.g. 30g True Grey Cream Toner + 30g True Grey Activator

DEVELOPMENT TIME:
30 minutes.



without heat

with heat

PRODUCT INNOVATION:

True Grey gives maximum purity and True-to-Tone fading.

COLOR FRESH CREATE

SEMI-PERMANENT VIBRANT, EXPRESSIVE COLOUR. AMMONIA, DEVELOPER & PEROXIDE FREE



WHAT IT IS:

Color Fresh CREATE is a complete semi-permanent expressive colour palette.
12 specially crafted pure vibrant shades and 3 additive shades. Can be used for full head or partial techniques.

WHAT IT DOES:

| True-to-Tone fading & lasting up to 20 shampoos.[1]
| Ammonia, developer and Peroxide free.
| Fully intermixable, beautiful pastelisation and bespoke colouring results.
| Adds pure tone.
| Ideal for personalised and expressive colour results.

HOW TO USE IT:

DIRECT APPLICATION

Apply directly on naturally light blonde, 100% white or pre-lightened hair.

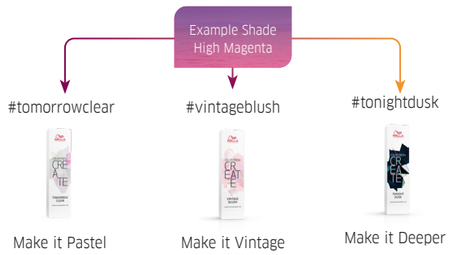
1. Mix desired amount into a bowl
2. Apply evenly to clean, dry or pre-shampooed, towel dried hair
3. Comb colour from root to tip to ensure even colour results
4. Develop for 5 - 20 minutes depending on intensity of tone required
5. Rinse thoroughly until water runs clear. For optimum colour results, do not shampoo the hair after colouring.

Avoid direct contact to the scalp area.

PASTILISATION

For bold results use pure or dilute with Color Fresh CREATE Tomorrow Clear to desired intensity e.g. 1:1 – 1:30

3 ADDITIVES FOR 3 DIFFERENT RESULTS



PRODUCT INNOVATION:

True-to-Tone fading. Color Fresh CREATE ensures each shade is saturated with a minimum number of dye types. This gives maximum purity and provides True-to-Tone fading.

1 Depending on shade used and hair condition

COLOR FRESH MASK

SEMI-PERMANENT COLOUR MASK



WHAT IT IS:

Zero damage colour depositing mask to maintain or transform your colour at home.

WHAT IT DOES:

Offers beautiful true-to-tone fading, visible shine & smooth hair feel in 10mins.
No skin test needed.

HOW TO USE IT:

1. Shampoo and towel dry hair
2. Use protective gloves to avoid staining your hands and nails
3. Apply generously, section-by-section, leave for up to 10 minutes
4. Rinse well, style and go - no need for conditioner!

PRODUCT INNOVATION:

True-to-Tone fading.

COLOR FRESH & PERFECTON

COLOR FRESH AND PERFECTON ARE IDEAL WAYS TO REFRESH COLOUR VIBRANCY IN-BETWEEN COLOUR SERVICES AND INTRODUCE NEW CLIENTS TO COLOUR.





COLOR FRESH

WHAT IT IS:

Semi-Permanent Ammonia & Peroxide Free.

WHAT IT DOES:

| Ideal for first time colour clients, gentle refreshment & enhancement.
| Adds depth and tone.
| Gentle formula with acid pH – ammonia-free and peroxide-free.
| Fast and easy application.
| Silver shades available to refine grey/white hair.
| Lasts up to 10 shampoos.
| Up to 30% grey/white hair blend.
| Ideal to retail to clients for home colour care.

HOW TO USE IT:

Color Fresh is ready to use.

1. Shampoo and towel dry the hair.
2. Apply colour evenly to hair, working through lengths and ends to ensure even distribution. Comb through **COLOR FRESH PH 6.5:** Depending on hair condition and desired colour intensity leave to develop for 5-20 minutes. **COLOR FRESH SILVER PH 6.5:** Depending on hair condition and desired colour intensity leave to develop for 5-20 minutes.
3. After development time, emulsify with warm water then rinse the hair thoroughly. It is not usually necessary to shampoo the hair again.

PRODUCT INNOVATION:

With an acid pH & caring agents.
Ammonia & Peroxide free.

PERFECTON

WHAT IT IS:

Perfecton by Color Fresh is a temporary colour of tone only.

WHAT IT DOES:

| Ideal for colour correction.
| Adds tone.
| Gentle formula – ammonia-free and peroxide-free.
| Quick application, no development time and low commitment .
| Creative tool: fast and easy to apply.
| Conditions the hair and gives an intensive shine boost.
| Grey/white blending. Up to 15%.
| Tone2Shine Technology: Increases the shine of the hair for a beautiful look.

HOW TO USE IT:

Leave-in product - preparation in applicator flask:

1. Shampoo and towel dry the hair.
2. Wearing suitable gloves, fill applicator with up to 250ml warm water.
3. Add Perfecton in the desired amount and mix well.

Shade	Mixing Recommendation
12/0 to 10/0	250ml water + 5ml Perfection
9/0	250ml water + 10ml Perfection
8/0	250ml water + 15ml Perfection
7/0 to 4/0	250ml water + 20ml Perfection

4. Apply Perfecton evenly over the hair with the applicator flask.

5. Important: Do not rinse and do not shampoo again.

PRODUCT INNOVATION:

Tone2shine Technology.
Ammonia & Peroxide free.

BLONDOR

YOUR EXPERT LIGHTENING PARTNER
EVERYTHING YOU NEED TO TRIUMPH IN LIGHTENING.



	BLONDOR MULTI BLONDE POWDER	BLONDOR BLONDE GRANULES	BLONDOR SOFT BLONDE CREAM	BLONDOR BLONDE MECHES	BLONDORPLEX
WHAT IT IS:	Lightener Bleach	Lightener Bleach	Lightener Bleach	Lightener Bleach	BleachLightner with No1 Wellaplex included
WHAT IT DOES:	A dust-free blue lightening powder with up to 7 levels of lift. Its Anti-Yellow molecules eliminate yellow tones using a combination of different persulfates that dissolve the melanin at different stages of the bleaching process.	A white granular bleach for a variety of blonde results and up to 7 levels of lift.	A rich white cream lightener especially recommended for on-scalp techniques. During development time, protecting lipids attach to the cuticle layer and envelopes the hair and scalp to reduce moisture loss. Hair is left smooth and conditioned. Up to 7 levels of lift.	A two part lightener with Auto Control Mechanism formulated for full head highlights. Maximum even lift of 5 levels is achieved after 15 minutes under heat or 30/40 minutes without. Results can be achieved on natural or coloured hair for off-scalp techniques.	A dust-free blue lightening powder with up to 7 levels of lift. Wella introduces for the first time our lightening powder with a Bond Builder Technology included.
HOW TO USE IT:	**MIXING:** 1:1.5 – 30g Blondor Multi BlondePowder + 45ml Welloxon Perfect 4%, 6%, 9% and 12%. Or mix 1:2 (6% on scalp only). Can use with Welloxon Perfect Pastel 1.9%. **DEVELOPMENT TIME:** Development time depends on the degree of lift required & condition/porosity of hair. Do not exceed 50 minutes. DO NOT USE HEAT	**MIXING:** 1:1.5 – 30g Blondor Multi Blonde Granules + 45ml Welloxon Perfect 4%, 6%, 9% and 12%.(6% on scalp only). Can use with Welloxon Perfect Pastel 1.9%. **DEVELOPMENT TIME:** Development time depends on the degree of lift required & condition/porosity of hair. Do not exceed 50 minutes. DO NOT USE HEAT	**MIXING:** 1:1 - 30g Blondor Soft Blonde Cream + 30ml Welloxon Perfect 4%, 6%, 9% and 12%. Or mix 1:2 (6% on scalp only). Can use with Welloxon Perfect Pastel 1.9%. **DEVELOPMENT TIME:** Development time depends on the degree of lift required & condition/porosity of hair. Do not exceed 50 minutes. DO NOT USE HEAT	**MIXING:** 1 part sachet + 30ml cream + 30ml - 60ml Welloxon Perfect 4%, 6%, 9% and 12%. **DEVELOPMENT TIME:** 15 minutes with heat. 30 - 40 minutes without heat.	**MIXING:** 1:1.5 – 30g Blondor Multi BlondePowder + 45ml Welloxon Perfect 4%, 6%, 9% and 12%. Or mix 1:2(6% on scalp only). Can use with Welloxon Perfect Pastel 1.9%. **DEVELOPMENT TIME:** Development time depends on the degree of lift required & condition/porosity of hair. Do not exceed 50 minutes. DO NOT USE HEAT. After desired lift is achieved rinse thoroughly and apply WellaPlex No.2. Develop for 10 minutes.
PRODUCT INNOVATION	Anti Yellow Molecule. Dust Free Powder ideal for lightening techniques.	White lightening granules, ideal for lightening techniques.	With protecting lipids for gentle blonde results. Ideal for on scalp lightening techniques.	Auto Control Mechanism. Ideal for off scalp highlighting techniques only.	Anti Yellow Molecule. Dust Free Powder ideal for lightening techniques. including Bond Builder Technology Wellaplex.

BLONDOR FREELIGHTS

CREATE SUNKISSED LOOKS WITH FREEHAND APPLICATION.



WHAT IT IS:

Blondor FREELIGHTS is a white lightening powder bleach which works with dedicated Blondor FREELIGHTS developers: 6%, 9%, & 12%.

WHAT IT DOES:

Designed for accuracy and precision in freehand application.

| For lightening/lifting on natural or pre-coloured hair.

| Up to 7 levels of lift.

| Contains lightening agents and clays.

| Use exclusively with designated FREELIGHTS Developer.

For freehand application techniques & highlight techniques.

This gives 3 main benefits:

1. Creamy consistency,
2. Flexible mixture for easy spreading,
3. Adhesive mass that stays in place enabling the colourist to place the colour exactly where they want it.

HOW TO USE IT:

Blondor FREELIGHTS can be mixed 1:1 – 1:3 (recommended 1:1.5) with FREELIGHTS Developer 6%, 9% or 12%. Depending on the desired degree of lightening required.

DEVELOPMENT TIME

10 - 50 min without heat depending on level of lift required.

PRODUCT INNOVATION:

ACTIFUSE network that enables precise application with reduced swelling during the lightening process.[1]

1 Vs Blondor MultiBlonde Powder

MAGMA BY BLONDOR

MAGMA BY BLONDOR LIFTS AND TONES IN
ONE SIMPLE STEP, ON BOTH COLOURED OR VIRGIN HAIR.



WHAT IT IS:

MAGMA by Blondor is a Lightening system that lightens and colours in one simple step for foiling and freehand techniques.

WHAT IT DOES:

MAGMA by Blondor is a combination of lightening molecules and direct dyes, to provide lift and tone in one single step.

| The MAGMA portfolio of 10 intermixable shades can be mixed with Wella Professionals developers allowing you to achieve a variety of colour results from soft to intense

HOW TO USE IT:

| For the best results use with Welloxon Perfect for foils application and Blondor FREELIGHTS Developers for freehand techniques

| Freehand techniques: 1:1.5 – 1:2 with FREELIGHTS developer (6%, 9% and 12%)

| Foiling techniques: 1:1.5 with Welloxon Perfect (4%, 6%. 9% & 12%)

| Very soft results: 1:1.5 with Welloxon Perfect Pastel 1.9%

DEVELOPMENT TIME

Red shades:	20 - 40 minutes with heat 30 - 60 minutes without heat
Blonde shades:	15 - 30 minutes with heat 20 - 40 minutes without heat

| For off scalp application on dry hair only

PRODUCT INNOVATION:

Contains SpectraLift technology that enables the hair colour to be lifted from within by the lightening agents and coloured from the outside by the direct dyes.

COLOUR RENEW

COLOUR CHANGE/CORRECTION CAN BE ONE OF THE NUMBER ONE FEARS FOR A COLOURIST.



WHAT IT IS:

Colour Renew is a gentle alternative to persulfate products (pre-lighteners) to reduce undesired oxidative colour while respecting the natural hair melanin without lightening the natural hair colour.

WHAT IT DOES:

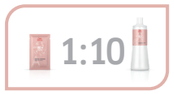
| Optimises and prepares the hair for a new colour.
| Easy and reliable application.
| Powered by Vitamin C and Citric Acid to smoothly deoxidise permanent colour molecules while maintaining the natural melanin of the hair.
| Reduces oxidative colour depth and tone.
| Can be used for more than one application on the same day if required.
| Perfume free, Peroxide free, Persulfate free.
| Climazon[2] friendly.
| Offers clients more frequent colour changes without hair compromise.

HOW TO USE IT:

An easy to use two component system to be mixed together for maximum results.
A Crystal Powder **B** Activator Liquid

1. Mixing ratio 1:10 – one 9 g sachet of Colour Renew Crystal Powder with 90 ml of Activator Liquid in a bowl/applicator bottle.
2. Apply from roots to mid-lengths and ends.
3. Develop as recommended on instructions for desired service.

4a. Rinse with water only and proceed with target colour.
4b. If cleaning out highlights, rinse, shampoo, condition.



PRODUCT INNOVATION:

Colour Renew from Wella Professionals is formulated with the special VC2 technology powered by Vitamin C and Citric Acid.

The VC2 Colour Renew technology is created by the fusion of the Crystal Powder with the Activator Liquid, which reduces the oxidative colourants while respecting the natural hair melanin without lighting the natural hair colour.

WELLA**PLEX**

RECONSTRUCTS HAIR BONDS FOR STRONGER HAIR. THE ONLY PLEX PRODUCT RECOMMENDED FOR USE WITH WELLA PROFESSIONALS COLOUR AND LIGHTENING.



WHAT IT IS:

N°1 BOND MAKER
Helps to create bonds within the hair during colour or pre-lightening service. To be mixed with prelightener or colour.

N°2 BOND STABILIZER
Further strengthens the bonds, re-balances pH and strengthens the hair structure after chemical treatments. **N°1 and N°2 are used in-salon only.**

N°3 HAIR STABILIZER
At-home care product: Helps to keep the hair strong, smooth & soft, until the next WELLAPLEX treatment in-salon. To be used once a week.

WHAT IT DOES:

| Reconstructing hair bonds for stronger hair
| Unique pH for optimal penetration of lightening and colour molecules
| Perfect lightening and colour development
| Hair feels healthier, more manageable

HOW TO USE IT:

WELLAPLEX WITH PRE-LIGHTENING OR COLOUR SERVICE

| Reduce damage while pre-lightening or colouring
| Perfect colour and lift development
| No need to change peroxide or development time

WELLAPLEX is recommended to be used
| With all pre-lightening services
| With colour when colouring sensitised or damaged hair

Mix WELLAPLEX N°1 Bond Maker
in relation to pre lightening powder / colour cream (the peroxide amount may vary).



WELLAPLEX N°1 mixing ratios with lightening/colour	LIGHTENING POWDER/ COLOUR CREAM	PEROXIDE	WELLAPLEX N°1 BOND MAKER (ml)
LIGHTENING: Full head or foil highlights	30 g	45g[1]	3 ml
LIGHTENING: Painting/ freehand techniques	30 g	45g[1]	1.5 ml
COLOUR: All Wella Professionals oxidative colour products	30 g (½ tube)	30g (60g[2])	1 ml

1 With lightening products the peroxide amount may vary
2 Koleston Perfect Special Blonde and COLOR TOUCH

NEW Mixing Ratio!

PRODUCT INNOVATION:

Retains the PH of colour/lightening mixture at optimal level for stronger hair every time you colour.

FIX IT METHODS:
COLOUR CORRECTION

CORRECTING COLOUR AS NEVER BEEN AS EASY AS IT IS WITH WELLA!

Armed with fabulous products such as **Colour Renew** and **Koleston Perfect ME+**, and with a simple recipe that doesn't change from normal, you will have confidence in tackling all colour correction issues, including removing colour bands, lightening previously darkened hair and correcting the wrong tone for the next colour you want to achieve in no time.



GET IT LIGHTER

COLOUR RENEW

It is a gentle alternative to persulfate products (pre-lighteners) to reduce undesired oxidative colour while respecting the natural hair melanin without lightening the natural hair colour. An easy to use two component system to be mixed together for maximum results.

A Crystal Powder B Activator Liquid

1. Mixing ratio 1:10 - one 9 g sachet of Colour Renew Crystal Powder with 90 ml of Activator Liquid in a bowl/applicator bottle.
2. Apply from roots to mid-lengths and ends.
3. Develop as recommended on instructions for desired service.

4a. Rinse with water only and proceed with target colour.

4b. If cleaning out highlights, rinse, shampoo, condition.



1:10 | 5-45 MIN | - HEAT 5 mins + HEAT 30-45 mins

COLOUR ADJUST
For a gentle cleansing of your blonde highlights/colour. Removes build-up of ions that can create blue and green off tones in particular with blondes and lighter shades.

Cleansing of blonde highlights/ colour
Apply generously to **pre-shampooed,** towel-dried hair and comb through. Cover with a plastic cap. Develop for 5-15 mins depending on level of colour adjustment required.

COLOUR CHANGE
Prepare the hair in a gentle way ready for a colour tone change from a warm tone to a cool tone for example.

Colour tone change/remove colour build-up.
Apply on **dry hair.** Comb through. Cover with a plastic cap. Add heat. Develop for 30 mins. **Rinse with water** only. Dry thoroughly prior to colour application.

COLOUR CORRECT
Perfect for gentle correction of colour depth and tone without lightening the natural hair colour. Ideal for transition from darker to lighter shades.

Colour depth and tone change.
Apply to **dry hair.** Start with the darker areas first. Comb through. Cover with a plastic cap. Add heat. Develop for 45 mins. **Rinse with water only.** Dry thoroughly prior to colour application.

EXPERT TIP
Use with water for removing impurities from the hair before any colour service and when a mild cleansing of blondes/highlights is required without re-toning. Rinse, shampoo, condition as normal.

MILD LIGHTENER

The best technique for colour correction (removal old colour, remove bands, remove an overload of pigments) is the Mild Lightener as it can be used perfectly to prepare the hair for a new colour application. A lift up to 2-3 levels can be achieved.

Mix Blondor Multi Blonde Powder or Soft Blonde Cream with Wellexon Perfect Pastel Developer in a 1:4 mixing ratio.

Apply on dry hair using a brush on the chosen areas.

Massage in & leave for a maximum 30 mins.

Rinse, shampoo & Anti-Oxy.

Dry the hair & apply your chosen colour.



FIX IT METHODS:
DARKEN IT DOWN

KOLESTON PERFECT ME+

KOLESTON PERFECT ME+ - BACK TO NATURAL

Kileston Perfect Me+ BACK TO NATURAL is a one-stop method of returning previously lightened hair to achieve a natural looking and lasting result. Colouring on porous pre-lightened hair can be difficult and results are often matt, uneven and a classic permanent colour formula often does not work.

Thanks to the Pure Balance technology we can now recommend a simplified and more salon relevant technique to turn your client's bleached or highlighted hair close to its original colour.

Follow the mixtures that are in the chart as they will be specific for each depth. Most applications work in a single step, the results will be close to the natural shade. In some cases the colour might need to be adjusted, depending on the hair structure. If you need to enhance or adjust the tone after you can do a quick overlay with a glossing service. For this use the target shade and mix 1:1:1 with Welloxon Perfect Pastel 1.9% Developer and Invigo Post Colour Treatment. Leave for up to 15 min.



METHOD

Mix the chosen formula 1:2 with 4%* Welloxon Perfect. Apply the mixture with a bowl and brush on dry hair, saturated on the pre-lightened hair, avoid the natural hair at the roots to avoid lift.

Develop for up to 40min without Climazon. For an even result comb through the hair with a wide tooth comb every 10min.

When desired result is achieved rinse thoroughly, than shampoo lightly and finish with Invigo Post Colour Treatment.

*1:2 mixing ratio with 4% will avoid sinking on porous lengths and ends.

TARGET DEPTH	KP ME+ MIX	NOTES
8/0	5 PARTS 8/03 1 PART 8/7	
7/0	5 PARTS 7/00 5 PART 7/03	
6/0	4 PARTS 6/0 1 PART 6/7	
5/0	1 PART 55/0 1 PART 5/77	
4/0	1 PART 44/0 1 PART 4/77	
3/0	1 PART 2/0 2 PARTS 4/77	
2/0	1 PART 2/0 1 PART 4/77	

DARKENING / REPLACING COLOUR

PRE-PIGMENTATION METHOD : COLOR TOUCH FILLING

- A 2 step process when going darker using Color touch.
- Excellent for extreme porous hair.
- Determine the target depth. Find the recommended formula for your first step using the Filling Chart.
- Always mix 1 part Color Touch + 2 parts of Color Touch Emulsion 1.9%
- Apply to pre-shampooed, towel dried hair.
- Develop up to 20 minutes.
- When desired results are achieved, rinse until the water runs clear, towel dry & apply your chosen target shade in the normal way

Note: This is a guideline chart for Color Touch "Filling" technique, all recipes are a guideline only and should be adjusted depending on the hairs porosity and the target shade. It has been proven adding too warm an undertone when pre-pigmenting the colour keeps expose to much red. These recipes give the closest to a neutral colour as possible.

WATCH POINT:

The timings for the Color Touch "Filling" is imperative for color result. It has been Observed from leaving the product on longer than development time can result in a darker shade than desired.



TARGET DEPTH	COLOR TOUCH "FILLING"	SHADE APPLIED	RESULT
9 DEPTH	1.5 PARTS 10/0 1 PART 9/03	9/03	9/36
8 DEPTH	2 PARTS 9/03 1 PART 9/73	8/0	8/71
7 DEPTH	3.5 PARTS 9/03 0.5 PARTS 8/73	7/0	7/73
6 DEPTH	1.5 PARTS 9/03 0.5 PARTS 8/73	6/0	6/71
5 DEPTH	1 PART 7/7	5/0	5/37
4 DEPTH	0.5 PARTS 6/4 1 PART 6/7 0.5 PARTS 9/03	4/0	4/0
3 DEPTH	2 PARTS 6/4 1 PART 6/7	3/0	3/0
2 DEPTH	1.5 PARTS 6/4 0.5 PARTS 6/7	2/0	2/0

ALLERGY ALERT TESTS

THE FACTS ABOUT ALLERGIES AND SENSITIVITIES

THERE ARE TWO MAIN TYPES OF ADVERSE REACTIONS THAT MAY BE EXPERIENCED FROM ALLERGENS:

IRRITANT REACTIONS (SENSITIVITY)

- Most common adverse reactions should not be confused with allergic reactions
- Does not involve the immune system.
- May cause redness of the skin, stinging or itching.
- Limited to the site of contact.
- Clears up rapidly after ceasing to use the product that is causing the problem.



ALLERGIC REACTIONS

- Excessive reactions by our bodies to substances in our environment that are harmless to the majority.
- Unlike irritant reactions (sensitivity), allergic reactions involve the body's immune system.
- Possible symptoms are a rash, dizziness, faintness, shortness of breath or swelling.
- Immediate medical attention should be sought.
- On rare occasions, hair colour can become an allergen and cause an allergic reaction.

ALLERGY ALERT TEST QUESTIONNAIRE

If the client answers 'NO' to all the questions, you can proceed with the colour service on this occasion without doing an Allergy Alert Test. Complete the client record card confirming all the colour service details.

ALLERGY ALERT TEST QUESTIONS

1. Has your client ever had an allergic reaction to any hair colourant product?
2. Has your client ever had an allergic reaction to any type of skin tattoo including henna or to permanent make-up?
3. Does your client have a sensitive, itchy or damaged scalp (e.g. suffer from eczema or psoriasis of the scalp)?
4. Is your client currently taking any medication to treat allergies?

IF ANSWERED WITH YES TO ANY QUESTION – STOP !

Explain to your client that you cannot colour the hair unless they first get advice from their doctor.

ALLERGY ALERT TEST QUESTIONS

5. Is this a new colour client for your salon or are you using a different brand/shade to normal?
6. Has it been more than 6 months since your client last had a colour in your salon?
7. Is it more than 12 months since your client's last Allergy Alert Test?
8. Has your client had any type of skin tattoo including henna or permanent make-up since their last colour service?
9. Has your client had an allergic reaction to any products since their last colour service?

IF ANSWERED WITH YES TO ANY QUESTION – WARNING !

Carry out an Allergy Alert Test.

No protocol or test can provide 100% guarantee that an allergic reaction may not occur as a result of a future hair colouring process.

HOW TO DO
AN ALLERGY ALERT TEST



Weigh 5 grams of the exact same shade chosen during the consultation into the bowl.



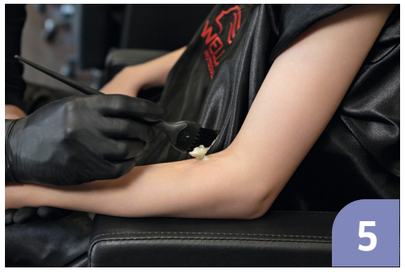
Weigh 5 grams or measure 5 ml of the appropriate developer into the bowl.



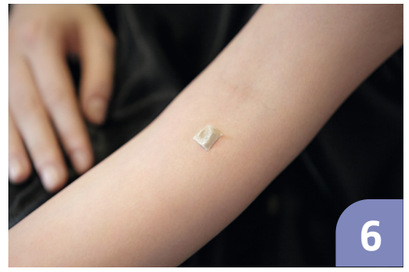
Mix the color and developer with the stirrer to a smooth consistency.



Using just the corner of a small color brush take a small amount of the mixed color.



Apply the color in to 1 cm^2 directly below the crook of the elbow.



Leave the color uncovered for 45 minutes.



After 45 minutes rinse the area with lukewarm water and pat dry with a clean towel.



Ask the client to either come back to the salon after 48 hours or call you to inform you of the result.



Tools:

Colour mixing bowl
Wella scale or measuring beaker
Colour application brush

EXAMPLE RESULTS



CLEAR SKIN
WITHOUT REDNESS



SKIN SHOWING
ALLERGIC REACTION.
DO NOT COLOR.

- If there is no reaction to the Allergy Alert Test during 48 hours, you can proceed with the color service.
- If there is any redness, burning or itching, during or after 48 hours, rinse immediately. The client should seek and follow medical advice. Color must not be applied.
- Please note that it is normal to observe some skin staining due to the applied color. This will also subside within 48 hours after the Allergy Alert Test.

FREQUENTLY ASKED **QUESTIONS & ANSWERS**

WHY SHOULD I CARRY OUT AN ALLERGY ALERT TEST ON MY REGULAR CLIENTS ONCE A YEAR (EVEN WHEN THEY HAVE BEEN VISITING MY SALON REGULARLY FOR COLOR)?

Allergies may develop over time, which is why it is important that you keep a full history of previous color applications and that you check for allergies to hair colorants at least once a year.

WHAT COLOR SHOULD I USE TO CARRY OUT THE ALLERGY ALERT TEST?

The color brand, developer and the exact shade chosen during consultation that you will be applying. If you are using 2 different colors then you should test both.

WHAT DO I DO IF MY CLIENT HAS A REACTION TO THE ALLERGY ALERT TEST?

Do not apply the color and advise them to see their doctor before coloring their hair again.

WHY DO I HAVE TO WAIT FOR 48 HOURS?

It takes up to 48 hours for the body to develop an immune system response, if you cut corners you risk missing a skin reaction.

MY CLIENT HAS PREVIOUSLY REACTED TO THE ALLERGY ALERT TEST, WHAT ADVICE DO I GIVE?

They must not use any hair color product (including one from another manufacturer). You should advise them to go to their doctor.

WHY DOES MY CLIENT'S SKIN TATTOO MAKE A DIFFERENCE?

Certain substances found in some skin permanent or temporary tattoos may themselves cause an allergic reaction. This puts your client at an increased risk of a reaction when they have a hair color after their tattoo. It is important to check that it is safe to proceed by carrying out an Allergy Alert Test prior to the color service.

MY CLIENT WANTS THEIR HAIR LIGHTENED (BLEACHED). DO I NEED TO DO THE ALLERGY ALERT TEST?

No, an Allergy Alert Test is not required for Wella bleaching products including Blondor (unless otherwise specified in the instructions).

MY CLIENT HAS REACTED AFTER THIS COLOR APPLICATION, WHAT ADVICE DO I GIVE?

If the reaction is immediate, and the color is still on head, the hair should be rinsed immediately and use of the product should be discontinued. If there is any rash, dizziness, faintness, shortness of breath or swelling, immediate medical attention should be sought. The hair should not be colored again before the client consults a doctor. If the reaction occurs after coloring, immediate medical attention should be sought.

WHAT DO I DO IF I'M NOT SURE WHETHER THE ALLERGY ALERT TEST IS OK OR NOT?

If there is any doubt about the result of the test, or if the client shows a reaction to the test, then they should go to their doctor and no colorant should be applied.

WHAT INFORMATION NEEDS TO BE INCLUDED ON THE CLIENT RECORD CARD?

We would suggest that you include:
- Condition of the scalp and hair.
- Date of skin test.
- Result of skin test.
- Color services with dates (including brand, shade, developer). In addition, you do need to keep a record of the outcome of the consultation for every client and every color visit.

SHOULD I KEEP A RECORD OF EACH ALLERGY ALERT TEST?

We strongly advise you to do this (subject to local laws for the privacy protection of personal computer records). You need to keep records to show your duty to care.

WHERE CAN I GET MORE INFORMATION ON YOUR COLOR PRODUCTS AND HOW TO USE THEM?

We have a Hairdressing Advisory Helpline 0845 704 5775. Advice from trained technicians and open 9-5.15 pm Monday to Friday.

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